

CHAPTER I

INTRODUCTION

This chapter presents the introduction of the study. It consists of background of study, statement of problem, purpose of study, significance of study, scope and limitation, and definition of key term.

1.1 Research Background

Language has significant role in the social life to help people to communicate each other. People can express their idea through the language. Harley (2001) defined a language as “a system of symbols and rules that enables us to communicate”. Symbol here means something that can represent other things like words. To determine how the words are formulated to a sentence, the rules are used. In using the language, every person has different way. It means that the language may change depending on the people that use the language. This situation might happen because of language variety.

Language variety might be one of the reasons why the language changes. Language is produced by many people in the word and the different ways of producing the word usually change the language over the time (R.L. Trask, 2007: 3). The variety of language can change the nature of language because of many aspects like age, gender, life style, and environment. It also can be influenced by social media which is really popular in this era such as *Facebook*, *Instagram*, *Twitter* and *Path*.

Path is a social network that limits the number of friends. It focuses on sharing photos with a close network of friends. Basically, *Path* was designed from

a life social theory which was developed by a profesor, Robin Dunbar, in Oxford University. It was established by former Facebook senior platform manager Dave Morin, Macster co-creator Dustin Mierau and Napster co-founder Shawn Fanning in San Francisco, USA (techno.okezone.com, 2013). *Path* as a social networking service was found in 2010 which was exclusive to mobile devices. In the recent data, from the total 20 milion users of path, 4 millions users are Indonesian. It means that *Path* is really popular in Indonesia. *Path* allows you to connect your closest friends and family up to a maximum of 150 connections then expanded to 500 connections in 2011.

Path has several features that can facilitate the users in processing online photo and video sharing services. The features that *Path* offer to the users are Moment Capture, Inner Circle, Seen It, Emoticon, Private Moments and Timeline Search where the users can find the new status of *Path* users about place, birthday, and food. In time line, the users can share and express their feeling, Especially, in pathdaily. It is new feature in path that is popular in this time. Pathdaily is added in the new fersion of path that is released on 16 june 2016. Pathdaily will cover your special moment like status that you make with rendom picture on it. So, the status that you make in Pathdaily will have a picture as the background. It will make your status more interesting and beautiful.

The use of Pathdaily feature's is really easy. You only need to add symbol #pathdaily in the last of your post. The next thing that you should do is press "save" and it is done. Finally, the status that you make will outomatically appear in the timeline search with the rendom picture on it. It means that the path user

cannot select the picture that they want. The picture will be automatically selected in the feature. Most of people use Pathdaily to write status or quote. In social media, user's status or quote is called caption.

Caption is a short text which is placed under a picture that describes the picture or explains what the people are doing or saying in it. In *Path*, caption has an important part. It can explain about the picture which is applauded in *Path* like the condition, feeling, place, food and many others. It can be really meaningful according to how clever and careful the word or quote selected. Some caption might be really cute, funny and interesting. Some people may get the feeling of the writer by reading the caption or even get touching with the *Path's* caption which is in Indonesia called *Baper*.

Baper is an Indonesian slang word. It stands for *BAwa PERasaan*. Commonly, it is used to name the person who has sensitive feeling to something. Kamus Gaul Santri describes *Baper* as:

Baper.

(ph.)/bawa perasaan. Terjadi pada seseorang yang terlalu sensitif. Misalnya nangis melihat orang bernapas, karena ingat mantan yang juga bernapas (www.youthmanual.com).

It means that you're being so sensitive, put ahead feelings and emotions to everything. Arvinarica (2015) stated that the people that using too emotional feeling to some situation is called *Baper*. Simply, someone that dominantly use their feeling or mental unstability always think that everything seems hurtful for them. Actually, it doesn't mean that *Baper* is for something hurt. It can be for romantic, funny and happy situation. It depends on the emotion that they feel at time they get *Baper* feeling.

Empirically, there have been many researchers that have already done the research about *Baper*. Some of them are Islami (2017) that conducted the research about “*Baper* expression found on *INSTAGRAM*”, and Unggu (2017), in the research of “*Baper* expression found on *LINE*”.

Islami (2017), in the research of “*Baper* expression found on *INSTAGRAM*”, finds interesting expressions. She gets the data in *INSTAGRAM* with hastag *Baper* on the expressions. She also finds the expression without hastag *Baper* and it concludes as *Baper* expression. The expressions are classified into two categories (positive and negative). It is seen that the most dominant expression is negative *Baper* expression because 16 from 26 expressions are negative expression.

Unggu (2017) also did the research about “*Baper* expression found on *LINE*”. It is described that there are many expressions which are categorized as *Baper* expression from the result of interview. It shows that there are two categorizes of *Baper* expression on *LINE*. Those are positive and negative *Baper* expression.

Based on the explanation above, it is seen that there is no research that discussed about the variety of *Baper* expression on *Path*. It is necessity to study about the variety of language, especially *Baper* expression on *Path*. As we know that language is dynamic, especially on mass media. In this study, the writer chose *Path* because *Path* has new featured that interests the writer to analyze it. It is *Pathdaily*. It contains the status that is covered with image as the background of it. So, it make the status more attractive and touching.

Thus, the writer wants to study on the variety of *Baper* expression on timeline search of *Path* used by the students of University of Muhammadiyah Malang in the form of Pathdaily. The writer chose the students of University of Muhammadiyah Malang to do this research because most of the students of this university using *Path*. Moreover, the university is the writer's own university. So, it can make this research easier to be analysed.

1.2 Research Problems

Based on the background of the study which has explained, the statements of problems are:

1. What are *Baper* expressions found on *Path*?
2. What is the classification of *Baper* expressions found on *Path*?

1.3 Research Objectives

Based on the background of the study above, the problems of this study are:

1. To identify the *Baper* expressions found on *Path*.
2. To discuss the classification of *Baper* expressions found on *Path*.

1.4 Research Significance

The significance of this study can be seen from both theoretical and practical aspect. It is explained below:

- a. Theoretically

It is expected that this research can contribute new knowledge in sociolinguistic theory, especially about the *Baper* expression investigation.

b. Practically

In this research the lectures and educator can gain a lot of information about *Baper* expression which is appeared on *Path*. It is hoped for the lecturer to know about the increasing media online that is popular in this recent years and can put it in the new information in the class. Then, might this research can be usefull for the writer to understand more about linguistic and mess media.

1.5 Scope and Limitation

The scope of this study is *Baper* expression investigation on timeline search on *Path* especially on pathdaily used by the students of University of Muhammadiyah Malang. This study is limited on 24 May 2017 until 30 May 2017.

1.6 Definition of key term

To avoid misunderstanding about some key terms used in this study, the writer gives the definition of key terms as follow:

1. Path

Winarso (2015) said that *Path* is a social network where the user of it can share pictures and messages. It has limits the number of friends. It focuses on sharing photos with a close network of friends.

2. Timeline search

Timeline search facilitates the users to find the information about their friends (Winarso, 2015). It is one of *Path* feature where the user of *Path* can see other friends post or the user can post photo or video.

3. Baper

According to Wahib (2015), *Baper* is the condition where someone sees something and takes it personally, whereas it is only small thing. It is the word that is used to name someone that has emotional feeling to something.

